

# FLU VACCINATION CHALLENGE

2014-15 College/University Flu Vaccination Challenge: Campaign Overview

May 2014

## What is the challenge about?

The purpose of the challenge is to increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities in Michigan. Students will be asked to self-report their vaccination status via an online collection tool. The institution with the highest flu vaccination coverage level percent (based on undergraduate and graduate student population) will be presented with an award from the Michigan Department of Community Health (MDCH). Depending on the number of institutions that enroll, there may be designations for small, medium, and large schools.

## What is the role of our student health center?

Hold flu vaccination clinics (increase clinic times and offerings; improve upon last season's efforts); partner with various groups on campus (university relations, medical schools, schools of public health, student health groups, etc.) to promote the campaign; generate awareness of the campaign and the need to get vaccinated through e-mails, social media messages, and other communications to students; reach out to external groups (community vaccinators, local health departments, pharmacies) to promote collaborative events and/or establish referral relationships; enter doses administered by your health center into the Michigan Care Improvement Registry (MCIR).

## What is the role of MDCH?

Distribute press releases to state and local media channels promoting the campaign and highlighting involvement from enrolled institutions; distribute joint letters in support of the campaign to top level college and university administrators; distribute electronic toolkit and promotional posters and flyers targeting young adults; hold partnership-building and planning webinars with health centers to communicate successes and challenges throughout the flu season; host press conference in October; monitor self-reported student data through online tool; assess health center data via MCIR; offer clinical support and MCIR training upon request; award winners at the conclusion of the campaign.

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*"Flu vaccination coverage among 19-24 year olds in Michigan is currently only 8.6%. That's simply not good enough. Let's aim to be the state with the highest flu vaccination coverage rates among young adults—and no more flu-related deaths among young adults..."*

*- Dr. Matthew Davis, MD, MAPP,  
MDCH Chief Medical Executive*

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## When will the challenge take place?

The actual campaign will run from October to December, with award winners announced during National Influenza Vaccination Week (December 7-13, 2014). In March an additional award will be given to the institution with the best late-season flu vaccination push.



## To Join:

- Fill out the [online enrollment form](#) or fax or e-mail the attached form
- Save-the-date for the kick-off webinar on June 19, 2014 from 12 to 1 p.m. (EST)
- Start preparing for flu season today!